

UNLEASHING INNOVATION THROUGH design thinking

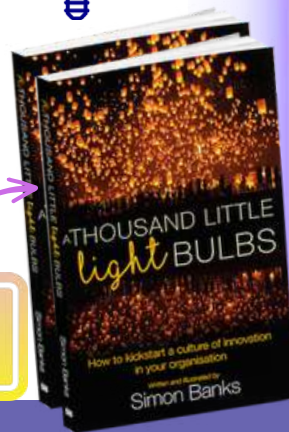
Kuala Lumpur: 17 & 18 February 2025

INTERNATIONAL KEYNOTE SPEAKER, AUTHOR & PODCASTER

Simon Banks

Author of "A Thousand Little Lightbulbs: How to Kickstart a Culture of Innovation in Your Organisation"
(Michael Hanrahan Publishing, 2017)

Complimentary e-book
for each attendee!



RAVE REVIEWS

"An expert in his field, he has opened up my view or way of looking at things especially from the Marketing and Product Development point."

Mokhzani Muhamad, Assistant Vice President, **MIDF Berhad**.

"Fantastic module and programme. Kexxel group had great coordination and planning. The venue was great."

Abdul Nazim Bin Awang Abdul Rahman, Manager, **Brand Campaign & Sponsorship, Sarawak Energy Berhad**

"The training feels good. The thought process and empathy is a useful part of the event."

Jeush Anak Jodon, Executive New Ventures, **MISC Berhad**

"A good eye opener for me to test the best approach in Design Thinking and ensure the team is ready to embrace innovation. Great training arrangements from Kexxel Group. The main strength of the event was the Design Thinking tools and variety of approach"

Nadia Belinna Binti Mat Arshad, Manager, **TM Technology Services**

"Training went very well - trainer is awesome. The main strengths of the event were the activities & the way Simon delivered the training."

Tajul Muluk Bin Shaari, State Director, **Giatmara**

"Excellent speaker and trainer. Sufficient topics, relevant soft skills for our daily usage and professional work. Excellent coordination & venue selection at the Ritz Carlton Hotel by Kexxel Group"

Chai Woon Geok, Senior Vice President, **AmBank (M) Berhad**



KEY BENEFITS

- Develop a **creative problem-solving innovation framework** that can be applied across the organisation.
- Build the **mindset, behaviors and confidence** to be more creative and innovative in problem solving and designing solutions that delight and create value.
- Develop multiple frameworks for ideation and divergent thinking to **develop novel solutions to complex problems**.
- The art of problem definition, and how to **reframe problems** to make them human-centered.
- Understand how to create **rapid prototypes** and early-stage concepts to test with users and find out what they really value.
- Understand the **importance of empathizing** with customers and the value of engaging with real people when innovating, rather than rushing straight to a solution.
- Develop a deep curiosity to **enable everyone to look for efficiencies and areas for transformation and innovation**, big or small.
- Take a creative energy and confidence** back to the organisation to drive change (and just quietly, enjoy yourself in the process).



WHY YOU SHOULD ATTEND

In today's rapidly evolving world, where technology is driving rapid change, design thinking offers a transformative experience that equips individuals with invaluable skills and perspectives for tackling complex challenges in innovative ways and most importantly, design solutions that people truly value.

The programme will enable you to **cultivate collaboration and interdisciplinary thinking**. The course structure encourages participants from diverse backgrounds to collaborate on projects. This dynamic mix of perspectives enriches the ideation process, sparking unconventional ideas that might not arise in a more traditional setting.

You will learn to appreciate the power of cross-functional teams and how to effectively harness collective intelligence to drive innovation whilst building the ability to empathize with users, comprehend their needs, and design solutions that truly resonate. Design thinking instills empathy as a core principle, enabling you to go beyond assumptions and involve end-users in the design process. This leads to the creation of products and services that genuinely address real-life problems.

DAY 1



Both days are full of hands-on practical activities that build design thinking and innovation mindsets and behaviors. Design Thinking should really be called **Design Doing** and as such, the learning approach of 70/20/10 will support the doing of innovation.

- **70%** of learning comes from hands on work (the doing of Design Thinking)
- **20%** of learning comes through collaboration and from peers in the room.
- **10%** comes from the front of the room.

With that in mind, day one will explore the world of empathy, solving the right problem and the concept of ideation and non-linear thinking.

Session 1

INTRODUCTION TO DESIGN THINKING



Understanding what innovation is, how to be human centered when innovating and how design thinking can help us achieve that.

- Why Innovation and Human Centered Design is more important than ever.
- Introduction to a design led way of thinking:
 - All problems are solvable, and the people who have the problems are the ones who have the answers.
 - You can't come up with new ideas if you just exist in your own life or walk in your own shoes.
 - It's about **iterating, testing, tinkering, risk, experimenting, failing, and embracing ambiguity throughout the process.**
- Innovation handbrakes and how to avoid them.
- The language of Innovation
 - How do we drive ideas forward?
 - What do we need to cut out?
- Developing creative confidence
- Understanding the real-world problems, by solving them.



Activity: Team Exercises working in pairs

Session 2

EMPATHY: GETTING A PHD IN YOUR CUSTOMERS PROBLEMS



Empathy fuels innovation by unveiling genuine user needs, steering designs toward impactful solutions that resonate deeply with people and solve the right problem.

- How to spend time in other people's shoes to understand their point of view.
- Understanding extreme users' scenarios
- Empathy Case studies: Creating empathy maps for customers and user to get different perspectives.
- The importance of observation and being highly curious.
- Reviewing the work.



Activity: Creating Empathy Maps



Activity: Creating User Journey Maps

Session 3

DON'T BE AN ANSWER LOOKING FOR A PROBLEM



Defining the problem sets the direction and scope for creative solutions, ensuring efforts are focused on addressing the root cause rather than just symptoms or the 'perceived problem'.

- Based on the "empathy work" are we solving the right problem?
- Create design challenge statements and run it through a continuous checklist of:
 - Clear and concise with ultimate impact?
 - Can allow multiple solutions?
 - Does it have the right context?



Activity: Problem Solving Framework.

- Use the 'five whys'?



Activity: Problem Tree Analysis Framework



Activity: How to frame questions "How might we..so that we can..?"

Session 4

IDEATION: TAKING THINKING AS WIDE AS POSSIBLE (PART 1)



Ideation and non-linear thinking are at **the heart of innovation** and design thinking as it sparks a diverse range of creative concepts, driving the exploration of novel solutions and paving the way for transformative breakthroughs.

- Rules of engagement for divergent thinking
- Taking the team through a variety of different '**stretch your thinking approaches**' or creative levers they can pull to shift their thinking through various activities.



Activity: 99 Ideas

- Our brain loves the path of least resistance, so it goes to the easy places first. The first 30 ideas come from that comfortable place, so the thinking is pretty normal.
- The freshest thinking comes from ideas 70 - 100. Great thinking happens at the edge of our stretch zones, not in the middle.



Activity: Visual Ideation

- Using visuals to engage different neural networks.



Activity: Wrapping up the Day

- What were we curious about?
- What surprised us?

DAY 2

Day two continues working through the design thinking framework. Participants will continue to explore ideation techniques, frameworks for choosing ideas, how to prototype and test ideas and develop an innovation action plan to take back to their organisation and to continue to use the skills they have developed.

Session 5

IDEATION – TAKING THINKING AS WIDE AS POSSIBLE (PART 2)

Today, teams will continue to be taken through a variety of different ‘stretch your thinking approaches’ or creative levers they can pull to shift their thinking. These include:

- **Disruptive Revolution and Blindly Assumed Truths**
 - What are all the rules/constraints that we assume with this problem or idea?
 - Break all the rules, constraints and assumptions and see where it takes you.
- **Creative Poaching**
 - What other industries are dealing with the same issue?
 - What can we take from them?
- **Different Perspectives**
 - Re-express your issue using different words, from a child’s perspective, from the future, from your competitor’s and see where it takes you.
- **Constraints thinking**
 - Use constraints to provide innovative ways of looking at a problem.



Activity: Ideation Case Studies

Session 6

THE DECISION-MAKING FRAMEWORK & RAPID PROTOTYPING

This session will narrow down the ideas using a decision matrix and introduce the teams to how to prototype the ideas to see what people really value.

- Deciphering all of the information/Converging ideas
 - Look for specific themes and specific insights.
 - What are the top 3 ideas you like?
- Rapid Prototyping and Testing: Ideas Do Not Live In A PowerPoint!
 - Introduction to prototyping: A prototype is worth a thousand meetings. It creates something meaningful and tangible that engages all the senses.
 - Case studies of companies using rapid prototyping
 - Introduction to fail fast and rapid experimentation.
 - Examples of prototypes and Minimum Viable Products



Activity: The Decision-Making Framework

- What’s the most feasible/viable/desirable idea to pursue and prototype?
- A desirable solution, one that your customer really needs.
- A feasible solution, building on the strengths of your current operational capabilities.
- A viable solution, with a sustainable business model
- A socially responsible solution



Activity: Teams will Create Rapid Prototypes to test

PROGRAMME SCHEDULE

0830	Registration & Coffee/Tea
0900	Workshop commences.
1015	Morning break (20 mins)
1230	Lunch (1 hour)
1500	Afternoon break (20 mins)
1700	End of day



Session 7

RAPID TESTING

It’s very easy to think you have a great idea then try to convince people how good it is without actually listening to feedback. Testing your idea and then rapidly iterating is where innovation and great customer solutions happen at speed and all of the design thinking process comes together and helps bridge the gap between assumptions and reality.

- Introduction to user testing.
- How to ask open ended questions that drive conversations.
- Exploring different methods of finding out what’s really important to the user.
- Understanding the importance of a storyteller and observer when testing ideas.
- Teams will also understand:
 - How to interview and test with users.
 - How to avoid paralysis by analysis.
 - The importance of testing early and often with stakeholders.
 - How to embrace a more agile/rapid experiment way of working.



Activity: Teams will go through 3-4 rounds of Rapid Testing:

- After each rapid fire round ask:
 - What did we learn?
 - What will we do next?

Session 8

PERSONAL INNOVATION ACTION PLAN

This session explores the key learnings from the two days and provides time to develop an **Innovation Action Plan**.



Activity: Key Learnings & How can you use this approach in your Organization?



Individual Activity: Create a Personal Innovation Action Plan

- Each team member creates a personal innovation action plan to take what they have learnt forward.

WHO SHOULD ATTEND

This 2-day intensive course is designed to help team leaders and professionals who are seeking to drive positive change and solve complex challenges. Ultimately, the programme offers a **holistic learning journey that empowers individuals** to become **forward-thinking problem solvers**, adept at driving innovation and fostering meaningful, user-centered solutions.

Design Thinking’s principles can be adapted to suit the needs of Directors, Senior Managers, Head of Departments, Team Leads & Executives from:

- Innovation
- Product Development
- Marketing
- Sales
- Engineering
- IT
- Project Management
- Operations

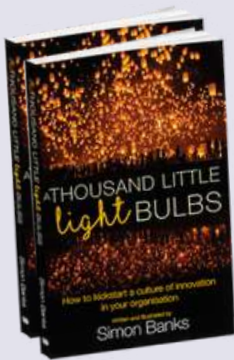
MEET YOUR INNOVATION BOOSTER

Simon Banks

Simon Banks is a **creativity, innovation, and design specialist**; international **keynote speaker**; author; podcaster and recovering professional artist.

He's delivered over **1400+ events** on four continents for industry-leading companies including: Google; EY; The Australian Federal Department of Industry, Innovation and Science, BAE Systems, Synechron and Volkswagen, to name a few.

Simon describes his geek out spot as the intersection of creativity and design, learning, people and passion. He uses his artist's curiosity combined with his 20-year corporate career to help build a more creative, innovative world. The aim is to help business thrive in the modern age through **cutting-edge reimagination, co-creation and radical collaboration to ignite results and keep innovation rolling.**



A Thousand Little Lightbulbs: How to kickstart a culture of Innovation in your Organisation. (Michael Hanrahan Publishing, 2017)



Drawing on the practical world of creativity and design, Simon's big point of difference is an active, hands-on approach for everyone present to ensure **learning is by doing**, not just a lecture.

His Big Why? To build a more creative world where **innovation and curiosity combine** so business thrives and people live well. Creativity is at the heart of everything Simon does. He has exhibited his art across the globe, lectured at the National Gallery of England and developed and delivered programs for institutions such as The Museum of Contemporary Art in Sydney, Vivid Festival (Sydney) and the Sydney Fringe Festival, and continues to have a foot firmly planted in both the creative and corporate worlds. (It's his secret special sauce for empowering people to think differently.)

He has written for Corporate Wellness Magazine, Kizzi Magazine, and MiX Asia and has been featured in both newspapers and radio in Australia. His Podcast The Occupational Philosophers (A not-so-serious business Podcast) is a top 10% global podcast and his book, A Thousand Little Lightbulbs: How to kickstart a culture of Innovation is in offices and on bookshelves all over the world.

PARTIAL CLIENT LIST

AUTOMOTIVE

Toyota
Volkswagen

DEFENSE

BAE Systems
PTC Consultants
Thales

EDUCATION

The University of Newcastle
University of Technology Sydney
Western Sydney University
Macquarie University
Curtin University

ENERGY

BHP Billiton
Chevron
SA Water
Lumo Energy
Endeavour Energy
Essential Energy
AGL

PHARMACEUTICAL

Astra Zeneca
Pfizer

FINANCE/INSURANCE

Allianz
Commonwealth Bank
CPA Australia
American Express
CUA
APRA
Beyond Bank
AVCAL
ING
meBank

TELECOMMUNICATIONS

Vodafone
Telstra

FOOD

Dairy Australia
McDonalds
Noumi
Metcash

FEDERAL GOVERNMENT

Federal Department of Education & Training
Federal Department of Industry Innovation & Science
Federal Department of Defence
Federal Department of Finance, Services & Innovation

HEALTH/MEDICAL

Latrobe Community Health Service
CSIA
Feroscare
IDRS
Metro South Health QLD Govt
Stryker
iSelect
Abbvie
Cerebral Palsy Alliance

INFRASTRUCTURE AND CONSTRUCTION

Schindler
Port of Townsville
Laing O'Rourke
Economic Development Australia

IT

Synechron
eNett
SAP
Boomi
Cyberark
IBM

REGISTRATION FORM

***Get 1 FREE seat if you send 3 pax! (3+1 Package)**

Early Bird Register Before 20th Dec 2024	Special Discount Register Before 17th Jan 2025	Normal Rate Register After 17th Jan 2025
<input type="checkbox"/> RM 8,095	<input type="checkbox"/> RM 8,495	<input type="checkbox"/> RM 8,895
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		



*Fees quoted does not include 8% SST. **HRD-Corp Claimable.**

Company Name: _____

Delegate 1

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 2

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 3

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Delegate 4 (FREE if you send 3 pax)

Name : _____
 Job Title : _____
 Email : _____
 Mobile : _____
 Direct Line : _____

Authorization (Mandatory)

Name : _____
 Job Title : _____
 Email : _____
 Signature : _____
 Date : _____

***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

Payment Method

Bank Transfer
 Credit Card Visa Mastercard
 Name on card : _____
 Card number : _____
 Expiry date : _____ CVV : _____
 Signature : _____



Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

PRIVACY

Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

TERMS & CONDITIONS

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

Force Majeure: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Due to limited event space, we strongly advise early registration to avoid disappointment.